

That was Then, This is Now...What's Next in MCH?

Session Type: Plenary

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Michael R. Fraser, PhD, CAE

Chief Executive Officer

Association of Maternal & Child Health Programs

Michael Fraser, PhD has over 14 years of public health agency and national association experience supporting and serving federal, state, and local public health agencies. Dr. Fraser is currently the Chief Executive Officer of the Association of Maternal and Child Health Programs in Washington, DC. Dr. Fraser has been CEO of AMCHP since August, 2007. In 2009 he received a "Young and Aspiring CEO" award from Association Trends magazine and in 2010 he earned his Certified Association Executive (CAE) credential.

During his tenure, AMCHP has been nationally recognized for its work in supporting state maternal and child health programs, most recently by receiving the Maternal and Child Health Bureau's Director's Award in October 2010 and the American Public Health Association's MCH Section "Outstanding Leadership and Advocacy" award in November 2010. Prior to joining AMCHP, Dr. Fraser was the Deputy Executive Director of the National Association of County and City Health Officials (NACCHO) from 2002 to 2007. Prior to that he was a Regional Program Manager with the Centers for Disease Control and Prevention (CDC) from 2001 to 2002, and a Senior Staff Fellow at the Health Resources and Services Administration (HRSA) from 2000 to 2001. Prior to HRSA he was a Senior Research Analyst and Program Manager with NACCHO from 1998 to 2000 and a Research Scientist with Aspen Systems Corporation from 1997 to 1998. Dr. Fraser received his doctorate in sociology from the University of Massachusetts at Amherst in May 1997 and his M.A. in sociology in 1994. Dr. Fraser received his B.A. in sociology from Oberlin College in 1991.

In 2002 Dr. Fraser received a Distinguished Service Award from Secretary of Health and Human Services Tommy Thompson for exemplary teamwork, productivity, organization and scientific excellence demonstrated during the public health emergency response to the World Trade Center and Pentagon terrorist attacks and the anthrax investigation. That same year he also received a Certificate of Appreciation from the CDC Office of the Director for participation in the response to the anthrax events of 2001. In 2001 Dr. Fraser received a Certificate of Appreciation from the HRSA Bureau of Primary Health Care.

Dr. Fraser has published several research articles and professional publications and is on the adjunct faculty at the University of Maryland's University College. He is an avid student of leadership and believes a good leader is always trying to catch up with his followers. When not at AMCHP he is usually cooking, singing, doing yard work or reading.



Mary Wakefield, PhD, RN

Administrator

Health Resources and Services Administration

U.S. Department of Health and Human Services

Mary Wakefield, PhD, RN, was named administrator of the Health Resources and Services Administration (HRSA) by President Barack Obama on February 20, 2009. HRSA is an agency of the U.S. Department of Health and Human Services.

HRSA works to fill in the health care gaps for people who are uninsured, isolated or medically vulnerable. The agency uses its \$9.6 billion annual budget (FY 2011) to expand access to quality health care in partnership with health care providers and health professions training programs. Dr. Wakefield joined HRSA from the University of North Dakota (UND), where she was associate dean for rural health at the School of Medicine and Health Sciences. "As a nurse, a PhD, and a leading rural health care advocate, Mary Wakefield brings expertise that will be instrumental in expanding and improving services for those who are currently uninsured or underserved," President Obama said in announcing her appointment. "Under her leadership, we will be able to expand and improve the care provided and address severe provider shortages across the country." Dr. Wakefield brings experience on Capitol Hill to her post at HRSA. In the 1990s, she served as chief of staff to two North Dakota senators: Kent Conrad (D) and Quentin Burdick (D). She also has served as director of the Center for Health Policy, Research and Ethics at George Mason University in Fairfax, Va., and worked on site as a consultant to the World Health Organization's Global Programme on AIDS in Geneva, Switzerland. Dr. Wakefield is a fellow in the American Academy of Nursing and was elected to the Institute of Medicine (IOM). She served on the IOM committee that produced the landmark reports *To Err is Human* and *Crossing the Quality Chasm*.

She also co-chaired the IOM committee that produced the report *Health Professions Education* and chaired the committee that produced the report *Quality through Collaboration: Health Care in Rural America*. In addition, she has served on the Medicare Payment Advisory Commission, as chair of the National Advisory Council for the Agency for Healthcare Research and Quality, as a member of President Clinton's Advisory Commission on Consumer Protection and Quality in the Health Care Industry, and as a member of the National Advisory Committee to HRSA's Office of Rural Health Policy. Dr. Wakefield is a native of Devils Lake, N.D. She has a bachelor of science degree in nursing from the University of Mary in Bismarck and master's and doctoral degrees in nursing from the University of Texas at Austin.



Michael Lu, MD

Associate Administrator

Maternal and Child Health Bureau

Health Resources and Services Administration

Michael C. Lu, MD, MPH is the Associate Administrator for Maternal and Child Health (Maternal and Child Health Bureau Director). He was formerly an associate professor of obstetrics & gynecology and public health at UCLA. Dr. Lu received his bachelor's degrees from Stanford University, master's degrees from UC Berkeley, medical degree from UC San Francisco, and residency training in obstetrics & gynecology from UC Irvine.

He is widely recognized for his research, teaching and clinical care. Dr. Lu received the 2003 Coalition for Excellence in MCH Epidemiology Young Professional Achievement Award, and the 2004 American Public Health Association Young Professional Award for his research on perinatal health disparities. He has served on Institute of Medicine (IOM) Committees on Understanding Prematurity and Committee to Reexamine Pregnancy Weight Guidelines, as well as the Centers for Disease Control and Prevention Select Panel on Preconception Care. He was Study Location Principal Investigator for the National Children's Study in Los Angeles. He also chaired the Secretary's Advisory Committee on Infant Mortality (SACIM).

Prior to his appointment at HRSA, Dr. Lu taught obstetrics and gynecology at the David Geffen School of Medicine at UCLA, and maternal and child health at the UCLA School of Public Health. He has received numerous awards for his teaching, including Excellence in Teaching Awards from the Association of Professors of Gynecology and Obstetrics. Dr. Lu also saw patients at the faculty group practice in obstetrics and gynecology at UCLA Medical Center, and has been voted one of the Best Doctors in America since 2005.



Sarah Verbiest, DrPH, MSW, MPH

Executive Director

Center for Maternal and Infant Health

University of North Carolina at Chapel Hill

Dr. Sarah Verbiest is the Executive Director of the Center for Maternal & Infant Health and Research Assistant Professor in the OB/GYN Department at the School of Medicine at the University of North Carolina at Chapel Hill. She coordinates the NC Recurring Preterm Birth Prevention Program, a statewide smoking cessation program for pregnant and new mothers, a postpartum visit program, and several projects serving high-risk pregnant women, new mothers and their infants. She is faculty on the Women's Integrated Systems for Health project as well. She serves on the Governor's NC Child Fatality Task Force, chairs the NC Perinatal Health Committee, is a member of the CDC Leadership Team on Preconception Health and serves on AMCHP's Best Practice Review Committee. Most recently, Dr. Verbiest is convening the North Carolina Equity in Birth Outcome Council in her role with the Child Fatality Task Force. Dr. Verbiest is also the cofounder of the Every Woman Southeast Coalition. Prior to her present position she served as the State Program Director for the NC Chapter of the March of Dimes for seven years. She earned her graduate degrees at UNC-CH including a Master's in Social Work, Master's in Public Health in Maternal and Child, and a Doctorate in Public Health Leadership from the Dept. of Health Policy and Management.



Sarah Ingersoll, MEd

text4baby Campaign Director

National Healthy Mothers, Healthy Babies Coalition

Sarah Ingersoll is the Director of text4baby, the largest mobile health initiative in the U.S. She has worked in social marketing and philanthropy for over 15 years. She started her career at the Annie E. Casey Foundation, then served as a Chief of Staff within the U.S. Department of Justice where she produced

award-winning media campaigns with MTV, the Ad Council, and Saatchi & Saatchi. After DOJ, Sarah was Executive Director of a national youth violence prevention campaign initiated by President Clinton. She then consulted on a range of projects that engaged filmmakers, musicians and celebrities on behalf of grassroots causes. Most recently, Sarah served as an Investment Advisor to the Democracy Alliance and to Rockefeller Philanthropy Advisors, and was Director of Member Relations for Brave New Films. She also serves on the Advisory Board of First Star and The Artists and Athletes Alliance. Sarah has a Master's in Education from Harvard University.



Scott Berns, MD, MPH, FAAP

Senior Vice President
March of Dimes

Dr. Scott Berns is the Senior Vice President of Chapter Programs for the March of Dimes and provides direction in education and community services to all March of Dimes state-based chapters, including DC and Puerto Rico. He also oversees national initiatives including three March of Dimes signature programs: NICU Family Support[®], Mobile Health Care, and Healthy Babies are Worth the Wait[®]. Dr. Berns is Editor of “Toward Improving the Outcome of Pregnancy III: Enhancing Perinatal Health Through Quality, Safety and Performance Initiatives”.

Dr. Berns serves on the Executive Committee of the American Academy of Pediatrics Section on Perinatal Pediatrics and is a Clinical Professor of Pediatrics at the Warren Alpert Medical School of Brown University. He’s received a BA *magna cum laude* and an MD degree from Boston University.

He completed his residency in pediatrics at Rhode Island Hospital and completed a fellowship in pediatric emergency medicine at Children's National Medical Center in Washington, D.C. Dr. Berns is board certified in pediatrics and pediatric emergency medicine. He also earned an MPH with a concentration in health policy and management at the Harvard School of Public Health.